

## ORDER



**Orders**  
**Order / Rev:** 170045  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 3185  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** GENERAL

## KSTP-TV, LLC and KSAX-TV

**Primary AE:** Anjie Brady  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Strategic Media Placement  
**Buying Contact:** Whitney Eversole  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015-7010

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Tommy Thompson  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	20	\$15,900.00	\$13,515.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$15,900.00	\$13,515.00	0.00
<b>Totals</b>	<b>20</b>	<b>\$15,900.00</b>	<b>\$13,515.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$15,900.00
Market	100%	\$63,600.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$15,900.00
KMSP	25%	\$15,900.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$15,900.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	11/01/12	11/06/12	M-F 6-7a News	CM	6-7a	11-11--	:30	4	\$550.00	2	0.00	NM	4	\$2,200.00
M-F 6-7a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--			2			\$550.00		0.00			
Week:		11/05/12	11/11/12	11-----			2			\$550.00		0.00			
N 2	M	11/01/12	11/06/12	M-F GMA	CM	7-9a	11-11--	:30	4	\$500.00	2	0.00	NM	4	\$2,000.00
M-F GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 170045  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: Tommy Thompson  
 Product Desc:  
 Estimate: 3185

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	M	11/01/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	11-11--	:30	4	\$500.00	2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$500.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$500.00		0.00			
N 3	M	11/01/12	11/06/12	Sa 6-7a Sat 6a News	CM	6-7a	-----1-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$350.00		0.00			
N 4	M	11/01/12	11/06/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----1	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$150.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$350.00		0.00			
N 5	M	11/01/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1--11--	:30	3	\$1,100.00	2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$1,100.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,100.00		0.00			
N 6	M	11/01/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1--11--	:30	3	\$1,050.00	2	0.00	NM	3	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$1,050.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,050.00		0.00			
N 7	M	11/01/12	11/06/12	Su 530-6p Su 530-6p News	CM	530-6p	-----1	:30	1	\$700.00	2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$700.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$350.00		0.00			
N 8	M	11/01/12	11/06/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	1--11--	:30	3	\$1,350.00	2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$1,350.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,350.00		0.00			
													Totals	20	\$15,900.00